

DEVELOPMENT AND OFFERING OF DISTANCE LEARNING COURSES: THE PERSPECTIVE OF DEVELOPING COUNTRIES

Instituto
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Industrial



OUTLINE:

Introduction of Establishing a Distance Learning Program.

Phase I: INTRODUCTION AND FEASIBILITY OF JOINT OFFERING OF COURSE.

Phase II: TRAINING OF ADMINISTRATION.

Phase III: TRAINING OF TUTORS.


Phase IV: LAUNCH OF JOINT OFFERING THE COURSE

National Phases: ENABLING UNIVERSITIES, PUBLIC AND POLICY INSTITUTIONS

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Phase I: INTRODUCTION AND FEASIBILITY OF JOINT OFFERING OF COURSE

- A study visit held between July 4th to 6 th of 2007, the representatives of World Wide Academy (WIPO Academy), the Mexican Institute of intellectual Property (IMPI), discussed the desirability of offering training to the Spanish – speaking audience (universities, SMEs, law firms, general public) trough a distance learning program compromising the General Course on Intellectual Property (DL101S)



Phase II: TRAINING OF ADMINISTRATION

- Specific task to be undertaken by Head Tutors and Coordinating Tutors:
- Coordinating with other tutors the student-to-tutor discussion forum
- Encouraging the tutors to send welcome messages to their students in the first week of the course and send motivational messages to the students during the course.



- Acting as the main contact with WIPO Academy Distance Learning Team.
- Coordinating corrections to the text, if any minor substantive change to the text and including this in the Head Tutors report.
- Submitting a report on the tutorial experience of the tutors at the end of each session.

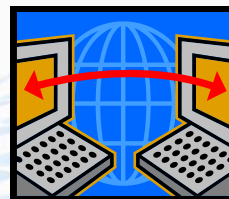


Phase III: TRAINING OF TUTORS

- Specific task to be undertaken by tutors include:
- Taking the initiative to establish the first contact with the students, as soon as they start the course;
- Monitoring the commencement of the course by each student using the activity indicator provided by the WIPO Academy (Learning Management System LMS) and undertaking appropriate action to assist any student identified as requiring assistance;
- Certification of tutors by WIPO



- Replying promptly to question sent to them by the students via email.
- Proposing subjects for debates to be conducted over the internet and animating the online discussions;
- Motivating the active participation of students in the course, and monitoring their performance on the required assignments;



Phase IV: LAUNCH OF JOINT OFFERING THE COURSE

- Since the second session of the course in 2007, the Institute has taken various actions to disseminate the course in various sectors: higher education level, public sector and general public.
- In Mexico, the diffusion of the course is provided directly from the website of the IMPI and through printed posters that are sent to regional offices of the Institute for distribution throughout the country in universities and government agencies

The first participation of IMPI in the DL101S was in the second session of 2007, started with 13 tutors and one Head Tutor, since the course is offered twice a year in a period of 6 weeks and 3 days to submit the final exam, students who score 50 percent and above in the course will qualify for an award of DL101S certificate, that included the following statement: "This course is offered in collaboration with the Mexican Institute of Industrial Property (IMPI), with a small logo next to the statement"



Curso en línea
DL-101S
Curso General de Propiedad Intelectual

Inscripciones
1º de diciembre, 2010
al 15 de febrero, 2011

Duración del curso
1º de marzo al 15 de abril de 2011

Examen
16, 17 y 18 de abril de 2011

En este curso se abordarán los principales aspectos que integran la propiedad intelectual, a saber: el derecho de autor, los derechos conexos, las patentes, las marcas, las indicaciones geográficas, los dibujos y modelos industriales, la protección de las obtenciones vegetales, la competencia desleal y los sistemas internacionales de registro.

El curso será administrado conjuntamente por el IMPI y la Academia Mundial de la OMPI.

Se entregará certificado.
El curso no tiene costo.

Para mayor información: www.impi.gob.mx

http://www.impi.gob.mx/wb/IMPI/curso_general_de_propiedad_intelectual

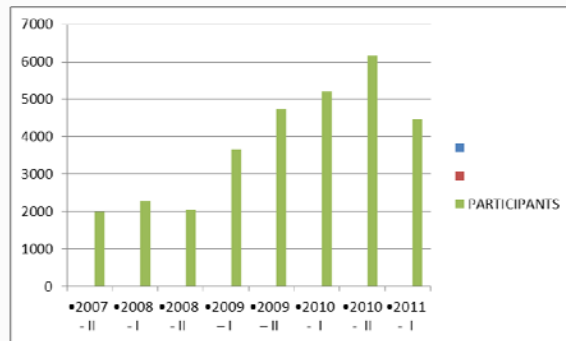
- For the rest of the spanish speaking audience, the promotion of the course is provided by the catalog index of WIPO Academy
- http://www.wipo.int/academy/es/courses/distance_learning/catalog/c_index.html

National Phases: Enabling Universities, Public and Policy Institutions.



Participants of DL101S

2007 - II 1997
 2008 - I 2270
 2008 - II 2061
 2009 - I 3658
 2009 - II 4734
 2010 - I 5208
 2010 - II 6163
 2011 - I 4462



CHALLENGES:

- Training New Tutors
- Tutor Motivation and Consistent Monitoring
- Certificate delivery (electronic in the future)
- Increasing Demand from Universities and Public/Policy sectors
- DL-MX-101.

SOLUTIONS:

- Training of Tutors
- Close Cooperation with WIPO Academy
- Professional Promotion of DL-101
- Utilizing local IP Experts and Resources for DL-MX-101



THANK YOU!!!

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